



Smithsonian Affiliations



## GEORGE WASHINGTON CARVER MUSEUM & CULTURAL CENTER (GWCMCC)

Facility Expansion Update  
Presented by Cora D. Wright, PARD

African American Resource Advisory Commission  
January 7, 2015

# DISCUSSION HIGHLIGHTS

- ◉ Carver Mission
- ◉ Community's Vision & Priorities
- ◉ Highlight Feasibility Studies
- ◉ Summary of 3-Phase Building Program
  - Capital Improvements To Date
  - Programming Update
- ◉ Recommendations- Onward....

# GEORGE WASHINGTON CARVER MUSEUM & CULTURAL CENTER

## Mission

*“The George Washington Carver Museum and Cultural Center is dedicated to the collection, preservation, research and exhibition of historical and cultural material reflecting all dimensions of experiences of persons of African descent.”*





## HOW DID WE GET HERE?



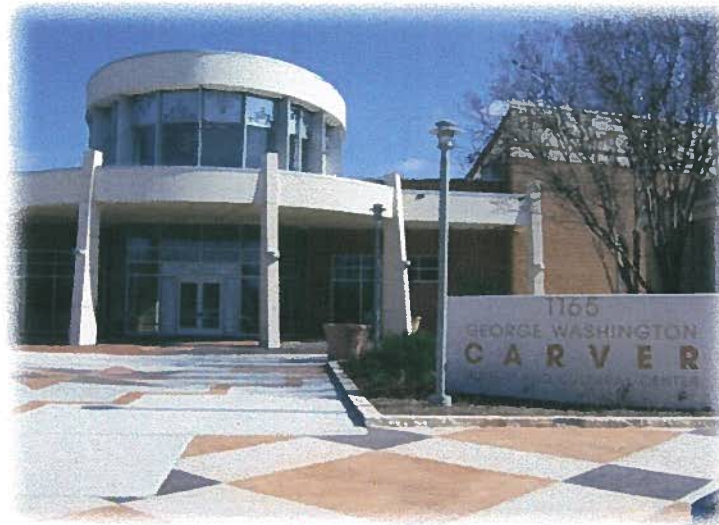
2005 GWCMCC GRAND OPENING  
PHASE I EXPANSION

- ❖ It All Began w/ Community...
  - ❖ Re-purpose 1600sf wood frame building—inadequate
  - ❖ Construct a premier multi-facility campus w/ connecting plaza
  - ❖ *VISION: “Living Museum”* model—immersed in the AA experience, culture, history and traditions
- ❖ Survey & Feasibility Studies
  - ❖ 1985 Survey—Opinion Research Associates
  - ❖ 1986 Feasibility Study- Carver Joint Venture
  - ❖ 1998 Bond Approval
  - ❖ 2000 Feasibility Study-Carter Design Associates
  - ❖ 3-Phase Building Program

# PHASE ONE

- ◉ Lobby w/ Reception Area
- ◉ Lecture Hall/Theater
- ◉ 3- Art Galleries
- ◉ Classrooms
- ◉ Dance studio
- ◉ Dark Room
- ◉ Conference Room
- ◉ Commercial Kitchen
- ◉ Staff offices
- ◉ Archival Storage Space
- ◉ Museum Store
- ◉ Connecting Plaza Design
- ◉ Expanded parking/sidewalks

Proposed 23,895sf Expansion



GWCMCC Facility Expansion-Phase I

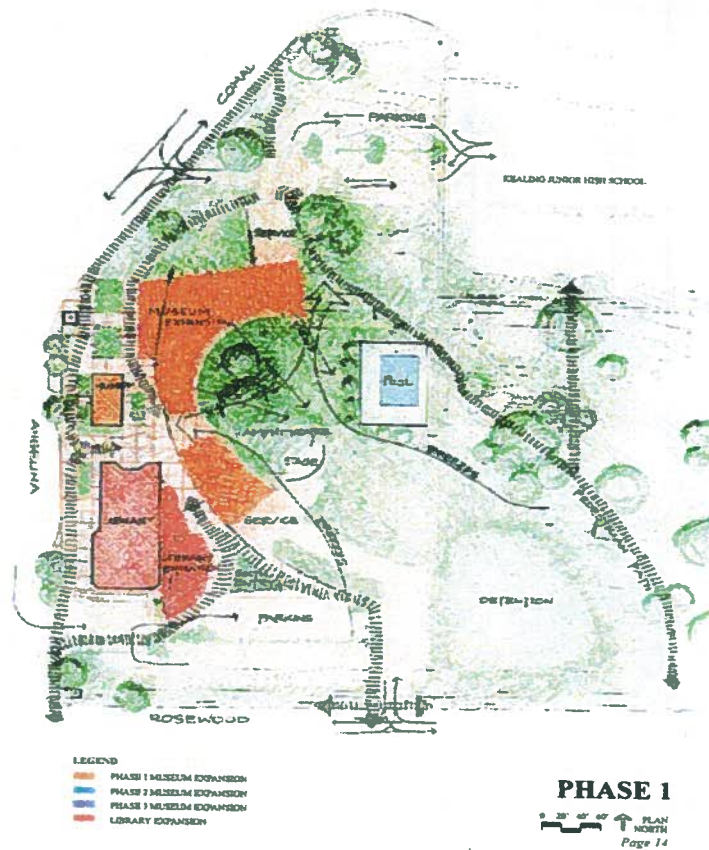
- ◉ Opened 2005
- ◉ Total 1998 Bonds: ~\$11M
- ◉ FY 2015 GF Budget: ~\$763k
- ◉ Programming:

Today's Facility Challenges: limited theater and classroom; no museum shop; Phase II, III Expansions pending

~30,000sf added



# PHASE I-CONCEPT PLAN



Proposed 22,000sf Expansion

# GEORGE WASHINGTON CARVER MUSEUM & CULTURAL CENTER CAMPUS VIEW TODAY





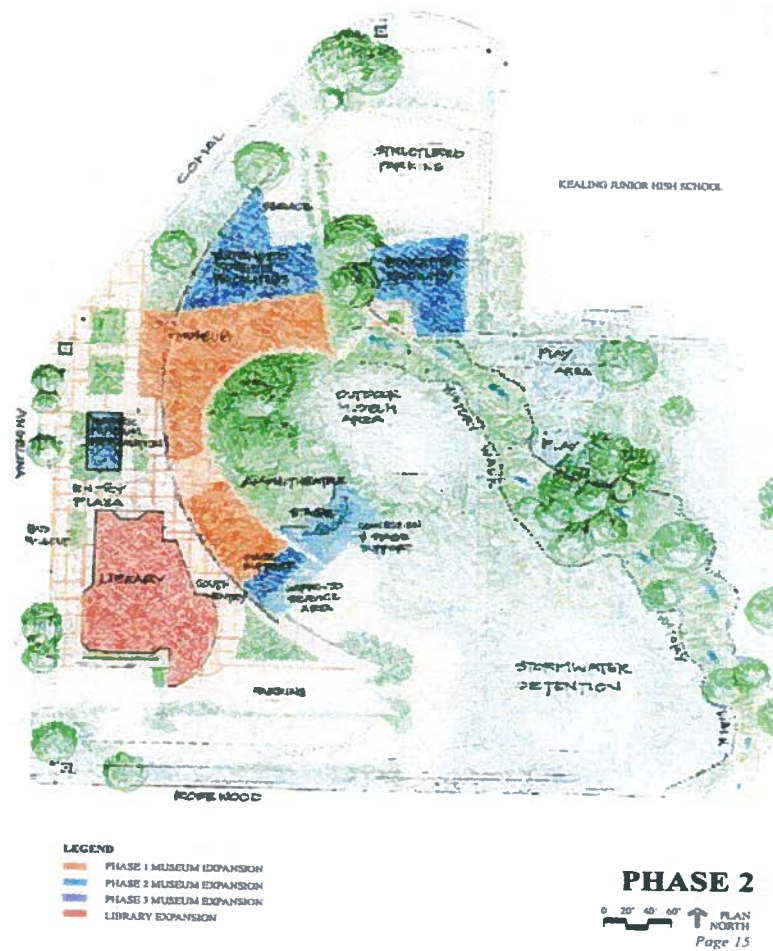
## PHASE II— UNFUNDED

- ◉ Recording Studio
- ◉ Integrate play scape re-design w/ Museum programming
- ◉ Amphitheater improvements
- ◉ Infrastructure: cultural festivals (e.g. shade roofs, power, play scape for after- school care)
- ◉ Outdoor concessions space
- ◉ Public toilets
- ◉ Stage storage
- ◉ Staff lounge
- ◉ Changing rooms and stage improvements (e.g. light trusses, roof)
- ◉ North End: Café, administration space, gallery and support space
- ◉ Choir/Vocal Studio
- ◉ History walk with monuments and landscaping
- ◉ Restoration of Historic Museum (*Genealogy Center*)- **COMPLETED**
- ◉ South End: Lecture hall/theater support space
- ◉ New Education building: Visual and performing arts studio classrooms, afterschool care and administrative offices.
- ◉ remove swimming pool
- ◉ 142 space structured parking facility

Proposed 22,000sf Expansion



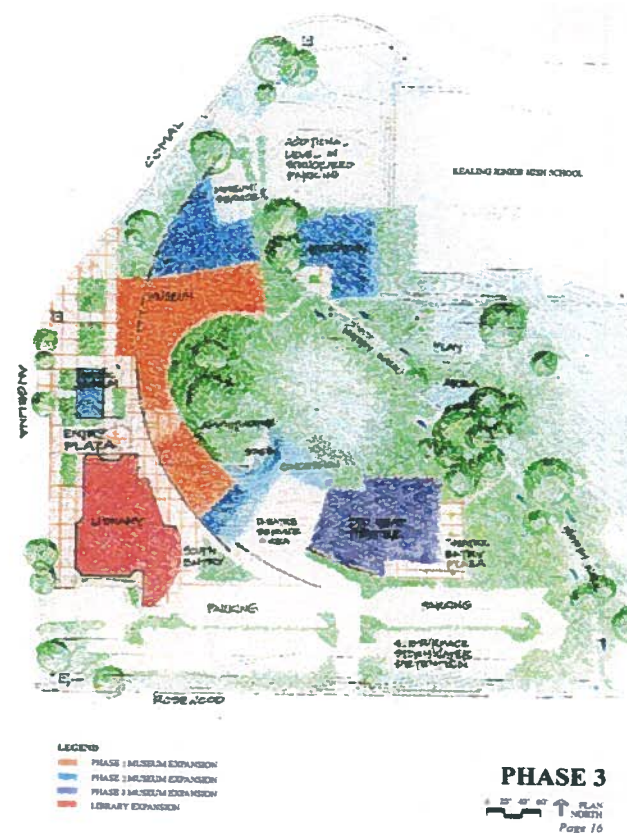
## PHASE II- CONCEPT PLAN



Proposed 22,000sf Expansion

# PHASE III- CONCEPT PLAN

- New building: additional 250 seat theater with full back stage support
- Administrative offices
- Reconfiguration of south parking,
- Additional 84 space structured parking on south end.
- Underground filtration and storm water detention



Proposed 20,000sf Expansion



# ONWARD...

## Recommendations:

1. AARAC Chair appoint a 3-member **Working Group** for GWCMCC Future Expansion to:
  - Work w/ staff to conduct a detailed review of the 2000 GWCMCC Feasibility Study *Recommendations & Progress*
  - Conduct a GWCMCC Stakeholder Update & Input process to assess program demands, future facility needs and priorities
  - Consult w/ AISD on future shared-use
  - Explore funding strategies for future GWCMCC expansion
  - Present Updated Phase II & III Recommendations w/ funding options to AARAC, PARB and Austin City Council.
2. Advocate for sufficient funding to complete all expansions



# CONTACTS

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